

# **AGENCY STRATEGIC PLAN**

**FOR THE FISCAL YEARS**

**2003 - 2007**



**ARKANSAS LIVESTOCK AND POULTRY COMMISSION**

**FUNCTIONAL AREA: HEALTH & HUMAN SERVICES**

# **AGENCY STRATEGIC PLAN APPROVAL FORM**

**FOR THE FISCAL YEARS**

**2003 - 2007**

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**Jack Gibson**  
**Director**

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**Chairman**

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# STRATEGIC PLAN

<b>Agency Name</b>	Arkansas Livestock & Poultry Commission
<b>Agency Mission Statement:</b> To safeguard human and animal health, assure food safety and quality, and promote Arkansas livestock and poultry industries for the benefit of our citizens.	

## **AGENCY GOAL 1:**

Protect human and animal health from zoonotic and other communicable animal diseases

## **AGENCY GOAL 2:**

Protect humans and animals from environmental and toxicological threats

## **AGENCY GOAL 3:**

Protect consumers by ensuring food safety and quality

## **AGENCY GOAL 4:**

Promote and enhance marketability of livestock, poultry, and their products both nationally and internationally

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Agency Name		Arkansas Livestock & Poultry Commission
Program		Administration
Program Authorization		ACA §2-33-101, 2-34-201, and 2-36-101
Program Definition:  Funds-Center Code: <u>386</u>		The Commission’s administrative division provides executive coordination, supervisory and administrative services to all activities performed by the agency. It generates administrative approval systems and procedures in a manner that not only assures compliance with state law, rules and policies, but also promotes efficiency and timely processing of programmatic and employee requests. The responsibility for disbursing and monitoring the expenditures of state premium and construction funds going to county, district, and state fairs as well as travel funds going to 4-H, FFA, High School Rodeo Association and Miss Arkansas Rodeo is an important function vested in this division. This division also administers the Arkansas Brand Registration Law and is responsible for the registration of all brands in the state and periodic publication of a Brand Registration Book. The division is charged with assuring greater service delivery to the state’s livestock and poultry industries.
AGENCY GOAL(S) #	1,2, 3,4	
Anticipated Funding Sources for the Program:		General and Special Revenue

## GOAL 1: (Sub-Funds Center Code: 386GOAL 1)

To provide executive coordination, supervisory and administrative services to all agency personnel and programs

### OBJECTIVE 1: (Sub-Funds Center Code: 386G1OBJ1)

Amend and promulgate regulations that will enhance production, marketability and development of animal industries.

### STRATEGY 1: (Sub-Funds Center Code: 386A)

Continuously review the status of agency programs to ensure greater service delivery to livestock and poultry industries and provide managers with detailed and current financial information in an automated format accessible from their workstations to assist them in the management of operations

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## **GOAL 2: (Sub-Funds Center Code: 386GOAL2)**

To administer the disbursement and monitoring of state premium and construction funds going to Arkansas fairs as well as travel funds going to 4-H, FFA, High School Rodeo Association, and Miss Arkansas Rodeo and to administer the Arkansas Brand Registration Law for the benefit of the livestock industry

### **OBJECTIVE 1: (Sub-Funds Center Code: 386G2OBJ1)**

Provide incentives for the uniform good of fairs and livestock shows through point system and annual audits of state premium and construction funds and travel funds going to 4-H, FFA, High School Rodeo Associations and Miss Arkansas Rodeo and attend livestock commodity meetings to promote benefits of registering brands

#### **STRATEGY 1: (Sub-Funds Center Code: 386B)**

Work with Arkansas fairs to ensure the continual production of quality fairs and with youth agricultural organizations in their endeavors to help young people develop into responsible citizens

#### **STRATEGY 2: (Sub-Funds Center Code: 386C)**

To maintain a complete and up-to-date Brand Registry as evidence of livestock ownership

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<b>Agency Name</b>		Arkansas Livestock & Poultry Commission
<b>Program</b>		Laboratory Services
<b>Program Authorization</b>		ACA §2-33-101, 2-33-111, and 2-33-112
<b>Program Definition:</b>  <b>Funds-Center Code: <u>388</u></b>		The Laboratory Service Program was established to support Arkansas’ livestock and poultry industries, private veterinarians and animal owners by diagnosing and monitoring animal diseases which can be spread to humans, reduce the productivity and marketability of animals, threaten animal populations and/or affect the safety or quality of animal products. The program operates two diagnostic laboratories with activities that are both service and regulatory oriented to include veterinary medical diagnostics, surveillance for zoonotic diseases, animal health monitoring programs, drug testing programs, collaborative research and animal health education. The program participates in several state-federal cooperative disease programs (USDA) and works with the Arkansas Department of Health, Arkansas Game and Fish, University of Arkansas, Cooperative Extension Service, as well as numerous other state, local, regional and national animal health organizations.
<b>AGENCY GOAL(S) #</b>	<b>1, 2</b>	
<b>Anticipated Funding Sources for the Program:</b>		General and Special Revenue

## GOAL 1: (Sub-Funds Center Code: 388GOAL1)

To provide affordable, accurate and timely state-of-the-art diagnostic veterinary medical services; conduct animal disease investigation services, collaborative disease investigations and research projects; and to provide accurate and timely animal health informatics.

### OBJECTIVE 1: (Sub-Funds Center Code: 388G1OBJ1)

Achieve accreditation by the American Association of Veterinary Laboratory Diagnosticians for Little Rock and Springdale laboratories, establish a Bio-Level Safety III status; Conduct animal disease investigations upon request in a timely and effective manner; participate in at least one research project per year; Establish a laboratory information system to provide accurate and timely epidemiological and laboratory statistical reports.

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## **STRATEGY 1: (Sub-Funds Center Code 388A)**

Implement laboratory safety plan, quality control plan, increase courier service, expand toxicological testing capabilities, meet demands for immunohistochemistry, pathology and biological services; Conduct disease investigations in the field; Maintain information technology services, provide newsletters, laboratory manuals, fee schedules, participate in animal health education programs.

# STRATEGIC PLAN

<b>Agency Name</b>		Arkansas Livestock & Poultry Commission
<b>Program</b>		Animal Inspection and Disease Control Program
<b>Program Authorization</b>		ACA §2-33-101, 2-40-101, 2-40-201, 2-40-206, 2-40-401, and 2-40-501
<b>Program Definition:</b>  <b>Funds-Center Code: <u>389</u></b>		The Commission’s Animal Inspection and Disease Control Program concentrates on suppressing and eradicating animal diseases. This is accomplished through information and education, prevention, surveillance and inspection, disease control and eradication, and the reporting of activities associated with all of the above. This program directly deals with diseases, which are zoonotic (contagious to humans), reportable, regulatory, emerging or foreign animal diseases, which threaten the health and/or economic viability of Arkansas’ animal industries. This is achieved through direct coordination of office and field activities, and with the cooperation of animal industries and other state(s) and/or federal agencies, to protect Arkansas’ livestock and poultry industries from dreaded and costly diseases that would affect food safety or quality, production, or marketability.
<b>AGENCY GOAL(S) #</b>	<b>1,2, 3</b>	
<b>Anticipated Funding Sources for the Program:</b>		
		General Revenue, Special Revenue, and Cash

## GOAL 1: (Sub-Funds Center Code: 389GOAL1)

To provide programs for the control/eradication of zoonotic and other communicable animal diseases; provide protection from environmental hazards due to incorrect animal disposal and to enhance the marketability of livestock, poultry products both nationally and internationally

### OBJECTIVE 1: (Sub-Funds Center Code: 389G1OBJ1)

Establish and maintain Arkansas Animal Disease Emergency Response (AADER) Plan; To ensure that disposals of poultry and large animals are done in an environmentally friendly manner; Document monitoring, control, or absence of disease to meet needs and requirements for domestic and international trade, including food safety and quality issues

### STRATEGY 1: (Sub-Funds Center Code: 389A)

Maintain an office and staff to respond to emerging animal disease outbreaks on livestock or poultry industries through surveillance, control and eradication of zoonotic and other communicable animal diseases; Investigate and inspect animal disposals, issue permits for emergency die-offs and issue permits and inspect poultry disposal for animal feeding; Provide surveillance, control and eradication of diseases in production, market and processing channels.

# STRATEGIC PLAN

Agency Name		Arkansas Livestock & Poultry Commission
Program		Poultry & Egg Inspection
Program Authorization		The Arkansas Egg Marketing Act of 1969. 20-58-201 Agriculture marketing Act, U.S.C. 1621- 7 CFR part 56 & 70 Egg products and Inspection Act 7 CFR part 57
Program Definition:  Funds-Center Code: <u>387</u>		Grading services employees certify agricultural commodities such as eggs, poultry and egg products for grade, size, weight, sanitation and/or compliance with buyer specifications. Producers and packers of agricultural commodities request certification to meet customer specifications or export requirements. Egg inspection employees enforce the quality, size, labeling, record keeping, registration and public health requirements established by the Arkansas Egg Marketing Act providing consumer protection. In addition to quality control, this division plans and executes promotional projects to increase the demand for Arkansas eggs and poultry.
AGENCY GOAL(S) #	3,4	
Anticipated Funding Sources for the Program:		Special revenue and Federal reimbursement funds.

## GOAL 1: (Sub-Funds Center Code: 387GOAL1)

To provide consumer protection and fair trading practices by ensuring that poultry, eggs and egg products meet the standards for quality, weight, labeling and freedom from physical and microbial contaminants; Reduce the volume of eggs sold to Arkansas consumers that are non-compliant with Arkansas Egg Marketing Act requirements for quality, labeling, invoices, weight, physical and microbial contamination, and handling of shell eggs

## OBJECTIVE 1: (Sub-Funds Center Code: 387G1OBJ1)

Employees will maintain an average score of 95% during supervisory comparisons for uniform interpretation of standards for quality, weight and reducing physical, chemical and microbial contaminants; Conduct facility inspections, sampling of products, outreach activities and enforcement actions that increase the compliance rate by FY-2005. Increase the percentage of eggs sold in Arkansas sampled by inspectors

## STRATEGY 1: (Sub-Funds Center Code: 387A)

Provide adequate, on-the-job training for employees in the interpretation of standards for quality, weight and reducing physical, chemical and microbial contaminants.

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## **STRATEGY 2: (Sub-Funds Center Code: 387B)**

Use comparative sampling to ensure standards are uniformly and accurately applied in the certification process and conduct facility inspections for compliance with the Arkansas Egg Marketing Act

## **GOAL 2: (Sub-Funds Center Code: 387GOAL 2)**

Enhance the marketability of Arkansas poultry and eggs; To generate and increase public awareness, support and use of our educational materials and programs;

## **OBJECTIVE 1: (Sub-Funds Center Code: 387G2OBJ1)**

Increase the percentage of poultry and eggs officially certified in Arkansas plants by 20% by FY-2007; To use the promotion program to send effective messages to the general public that eggs are healthy, high in protein and economical.

## **STRATEGY 1: (Sub-Funds Center Code: 387C)**

Meet with buyers for major purchases and users of poultry and shell eggs to provide information on the benefits of officially certified products; Distribute materials explaining the benefits of officially identified products

## **STRATEGY 2: (Sub-Funds Center Code: 387D)**

Increase consumer, egg packer wholesaler, retailer and food service operator awareness of factors related to egg quality by presenting information at meetings of industry and consumer groups; making presentations at schools; displays at public events and distribution of informational brochures. To continue to provide at least two newsletters a year that are sent to producers, educators, dieticians, extension family and consumer science professionals, daycare providers, and school foodservice personnel